



Institute for
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TECHNOLOGY**



IP Monetization Conference



IP Monetization Conference

May 15, 2014

The Center for American
and International Law
Plano, Texas

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Highlights

- | Patent policy update
- | 20th century accounting practices distorting 21st century IP
- | Indirect licensing
- | Patent pools

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John C. Lindgren
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8:00 CONTINENTAL BREAKFAST AND REGISTRATION

9:00 WHAT'S HAPPENING IN WASHINGTON AND BRUSSELS THAT COULD IMPACT YOUR LICENSING PROGRAM?

The FTC 6(b) Study, the Innovation Act recently passed by the House and the Leahy bill pending in the Senate, USPTO Initiatives, heightened White House involvement in the conversation, and EU enforcement actions. There is no shortage of legislative and administrative proposals and studies on patent enforcement.

MODERATOR:

—**Chris Israel**, Former U.S. Coordinator for International Intellectual Property Enforcement

PANELISTS:

- Suzanne Drennon Munck**, Chief Counsel for Intellectual Property at the Federal Trade Commission
- Joseph Matal**, Associate Solicitor in the Office of the Solicitor of the United States Patent and Trademark Office
- Steve Pinkos**, Former Policy Director and General Counsel to House Majority Whip Kevin McCarthy
- Jon Dudas**, Former Undersecretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

10:15 BREAK

10:30 PATENT LICENSING CODES OF CONDUCT: RAISING THE BAR FOR THE INDUSTRY

As congress, the FTC, the DOJ, and the European Commission have been called upon to make significant changes to the legal framework of patent enforcement, the industry itself needs to step up and insist on behavioral changes.

MODERATOR:

—**Manus Cooney**, Partner, American Continental Group, Inc.

PANELISTS:

- Phil Shaer**, Senior Vice President and Chief Licensing Officer, Conversant Intellectual Property Management, Inc.
- Phil Hartstein**, President, Finjan, Inc.
- Changhae Park**, Vice President, IP Licensing, Freescale Semiconductor

11:30 HOW THE PATENT LICENSING INDUSTRY HAS EVOLVED – FOR BETTER OR WORSE

KEYNOTE SPEAKER:

—**Marshall Phelps**, Former Corporate Vice President and Deputy General Counsel for Intellectual Property and Licensing, Microsoft Corporation

12:00 HOSTED LUNCHEON

1:00 INDIRECT LICENSING: A PERMANENT TREND?

A significant number of companies have decided to transfer high quality patents to enforcement entities in recent years. What's the motivation for this and what models have been successful?

MODERATOR:

—**John Lindgren**, President and CEO, Conversant Intellectual Property Management, Inc.

PANELISTS:

- Diane E. Duffy, Ph.D.**, Executive Director and Technology Control Officer, Applied Communication Sciences, A Business of the SI
- E. Earle Thompson**, Vice President and Chief Intellectual Property Counsel, SanDisk

2:15 BREAK

2:30 THROUGH THE LOOKING GLASS – HOW ACCOUNTING PRACTICES AFFECT THE IP PICTURE

Accounting Practices influence Business Practices. We'll explore two seemingly simple questions:

What makes a deal a *good* deal in terms of financial reporting for both the licensee and the licensor?

How much are your patents really worth?

MODERATOR:

— **John Veschi**, Chief Executive Officer, Rockstar

PANELISTS:

— **Michael Friedman**, Managing Director, Ocean Tomo

— **Ross Morgan**, Managing Director, CFO4Results, Inc.

— **Efrat Kasznik**, President, Foresight Valuation Group, LLC

— **Darlene Nielsen**, Partner, Deloitte LLP

3:30 PATENT POOLS: AN ATTRACTIVE ALTERNATIVE TO DIRECT LICENSING OR TRADITIONAL NPE ENFORCEMENT?

A discussion of how patent pools have been able to attract patent owners to contribute high quality IP, given the competing alternatives, and where the patent pool industry is headed.

MODERATOR:

— **Michael C. Wilson**, Partner, Munck Wilson Mandala, LLP

PANELISTS:

— **Peter Moller**, Managing Director, IP Equity, General Electric

— **Karel van Lelyveld**, CEO, Sisvel International

4:30 SEP'S: WHAT ARE THEY REALLY WORTH THESE DAYS?

There have been a slew of recent cases that attempt to compute with specificity what a RAND commitment means in terms of actual royalty rates. Are these cases consistent and on the right path? Or are there better ways to look at this?

MODERATOR:

— **Chad Hilyard**, Chief IP Counsel, Rockstar

PANELISTS:

— **Bart Showalter**, Partner, Baker Botts

— **Henry Bunsow**, Partner, Bunsow DeMory Smith and Allison

— **Peter Quies**, Senior Consultant, Micronomics, Inc.

— **Roy Weinstein**, Managing Director, Micronomics, Inc.

5:30 ADJOURN

5:30 NETWORKING RECEPTION



THE CENTER FOR AMERICAN AND INTERNATIONAL LAW

The Center for American and International Law (CAIL) is a nonprofit institution dedicated to the continuing education of lawyers and law enforcement officials in the United States and throughout the world.

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REGISTRATION

IP Monetization Conference

May 15, 2014

The Center for American and International Law
Plano, Texas

Registration includes the Conference, course materials on USB and online, and all meals.

Check applicable box:	Received by 5/8/14	Received after 5/8/14
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PAYMENT MUST ACCOMPANY REGISTRATION

GENERAL INFORMATION

CANCELLATION POLICY: Tuition, less a \$50 cancellation fee, will be refunded upon receipt of written cancellation received by May 8, 2014. E-mail cancellation notice to cburkel@cailaw.org. After this date, no refunds, but substitution of attendees for this program will be permitted. Registrants not entitled to a refund will receive the course materials.

HOUSING: The cost of housing is not included in tuition. However, rooms (in limited number) have been reserved at the Dallas/Plano Marriott at Legacy Town Center, 7121 Bishop Rd, Plano, TX 75024. Registrants should call 972.473.6444 and advise them they are attending "IP Monetization" to receive a reduced room rate of \$249 + tax. The last day to obtain this special rate is April 23, 2014.

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MCLE CREDIT: This program is approved by the State Bar of Texas for 7 hours, no ethics. Course ID Number: 901291679. Sign-in sheets and/or certificates of attendance will be available for ALL states.



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